

ABSTRACT OF THE DISCLOSURE

The information use frequency prediction device is provided with a comparison section for shifting a second time series data related to the use frequency of a first keyword, sequentially on the time base in a unit of predetermined time, based on a first time series data related to the use frequency of a second keyword input while searching over the Internet, and calculating a correlation coefficient between the first time series data and the second time series data, for each unit of predetermined time. Moreover, a prediction section specifies a pair of the first time series data and the second time series data, corresponding to the correlation coefficient having the highest value, of a plurality of correlation coefficients calculated by the comparison section and for predicting the use frequency of the first time series data constituting the pair, based on the second time series data.